

## Sonia Cornelio

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**From:** Javier Morales <jmorales@rcfbh.org>  
**Sent:** Tuesday, February 16, 2016 8:36 AM  
**To:** Sonia Cornelio; Melissa Lopez  
**Cc:** 'MariaJose'; 'Catalina Navarro'  
**Subject:** Healthy Sister Cities Border Initiative  
**Attachments:** LOGO HEALTHY SISTERS CITIES BORDER INITIATIVE.jpg; Street Banners.JPG

Hi Sonia & Melissa,

Sure appreciate your support and collaboration. Thank you.

As per our earlier conversation this morning, through the **Healthy Sister Cities Border Initiative**, Regional Center for Border Health, Inc. will provide leadership to optimize health and quality of life along the international U.S.-México border, by *increasing awareness* and understanding of the social determinants of health; identifying opportunities for cross border cooperation and collaboration; and conducting health promotion strategies to promote healthy lifestyles as well as to address disease prevention and management.

The initiative will provide a framework to improve the health of the U.S. and Mexico border residents, focusing on San Luis, AZ and San Luis Rio Colorado residents by incorporating the following objectives:

- Integrate community stakeholders to raise awareness in all sectors of society to reverse the trends in physical inactivity, poor nutrition, obesity and other chronic conditions.
- Implement outreach activities that raise awareness and promote health in this border region.
- Cultivate communication, cooperation, and collaboration through marketing, advertising, visual and written, electronic and social media campaigns that will increase awareness of healthy living initiatives.
- Educate and engage U.S.– Mexico border residents to lead a healthy lifestyle that includes regular physical activity and good nutrition.
- Implement activities to promote healthy lifestyles for the prevention and reduction of chronic diseases.
- Recommend actions in collaboration with multiple community-based stakeholders. Such recommended actions can be incorporated into existing initiatives that address such areas as health promotion and disease prevention.

We would like to have an opportunity to present this said Initiative to City Council as an Action Item, to authorize use of Street Banners (as the one shown in the attachment) with a logo identifying the Healthy Sister Cities Border Initiative (also attached). Regional Center for Border Health, Inc. will sponsor the street banners. Use and locations of banners will be the Action Item presented to Council for approval.

Once again, thanks for your cooperation as I look forward to answer any questions/concerns you may have. Thanks.

Javier

PS. In another, I will be sending you a copy of PowerPoint presentation that can actually be modified in order to meet the 5-minute time allotted by Council. Thank you.

*Serving Yuma, La Paz and Mohave Counties Since 1986*

*Regional Center for Border Health, Inc.*  
♀  
*San Luis Walk In Clinic, Inc.*



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